**GATHERING INPUT**
*Timeline (now-Aug 30th)*

**Purpose:**
To engage in a collaborative process to collect and review data from multiple sources to identify accomplishments to date, resulting changes and impacts on the lives of residents in your community.

**Activity Ideas (generated at July 31st meeting):**
- Hear stories, especially from residents.
- Have residents vote on priorities.
- Take advantage of gatherings that are already set (e.g., Zumba class).
- Do Photovoice.
- Review accomplishments/challenges and present to steering committee.
- Remind residents how they shaped original strategies.
- Do Key Informant Interviews with partners, youth, residents, etc. Ask them: What’s working? What’s not? How much do they know about HEAL? Then, present findings to partners and the community and identify priorities.
- Conduct a needs assessment.
- Collect ethnographic data (“a day in the life”).
- Gather up and review: Evaluation data, city data, school data, county data, epidemiological data, hospital data (e.g., CHNA report), and maps.
- Showcase successes (e.g., certificates), honor those who helped create accomplishments and use it to talk about what worked well.
- Create materials to showcase work and use those materials to open a discussion with schools, parents, students, etc.
- Hear from more residents.
  - Have residents present at meetings.
  - Use promotional tools that are a good fit for who you’re trying to target (e.g., meetup.com).
  - Mobilize residents who are engaged to recruit other residents.
  - Have residents bring a friend.
  - Provide incentives (e.g., corner store gift cards, child care, yoga mats).
  - Redefine what a “meeting” is.
  - Figure out which partners are missing from the table.

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**STRATEGY ASSESSMENT**
*Timeline (Sept 1st-Sept 14th)*

**Purpose:**
Using the data gathered from the previous phase, assess what strategies are working, what strategies are not working, and what opportunities exist to address gaps.

**Activity Ideas:**
- Assess strategies of stakeholders.
- Assess stakeholder’s readiness and capacity (need tools).
- Use the data!
- Assess community desires, needs, and wants.
- Have facilitated meeting to assess strategy priorities.
- Look where we’ve been, see where we can go (pre/post data).
- Look at environmental changes.
- Mentor residents to do the strategy assessment.
- Conduct public opinion polls.
- Ask the community (e.g., do they want to do Phase II?).
- Look at return on investment and cost of strategies.
- Look at dose.
- Question: What if there’s not enough data to tell?

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**STRATEGY DEVELOPMENT**
*Timeline (Sept 14th-Oct 20th)*

**Purpose:**
To identify objectives and strategies to achieve the goals of the initiative.

**Activity Ideas:**
- Framing is important
- Establish a plan with the leadership team
- Have a stakeholder meeting to prioritize strategies

*For stakeholder meeting(s):*
- Create a glossary (e.g., strategy vs. activity)
- Ask: What can be done without HEAL?
- Conduct key informant interviews prior to meeting
- Create a list of accomplishments to help prioritize
- Define consensus
- Include polling/voting
- Report back from dot voting
- Create parking lot list, ask leaders to step up if they want to tackle these
- Discuss needs for prioritized strategies
- Allow for the organic
- Meet with strong stakeholders beforehand